

From: [Smith, Randy](#)
To: [Zinn, Walter](#); [LaCross, Scott](#)
Cc: [Sutherland, Sue](#); [Reed, Katie](#); [Smith, Randy](#); [Griffiths, Rob](#); [Greenbaum, Rob](#); [Duffy, Lisa](#); [Hunt, Ryan](#); [Chandrasekaran, Aravind](#); [Croxtan, Keely](#); [Brown, Trevor](#)
Subject: Proposal to establish a Strategic Sales Certificate
Date: Thursday, March 20, 2025 3:09:29 PM
Attachments: [image001.png](#)

Walter and Scott,

The proposal from the Department of Marketing and Logistics to establish a Strategic Sales Certificate was approved by the Council on Academic Affairs at its meeting on March 19, 2025. Thank you for attending the meeting to respond to questions/comments.

No additional level of internal review/approval is necessary. This action will be included in the Council's next Annual Activities Report to the University Senate (July 2025).

The Office of the University Registrar will work you with any implementation issues.

Please keep a copy of this message for your file on the proposal and I will do the same for the file in the Office of Academic Affairs.

If you have any questions please contact the Chair of the Council, Professor Sue Sutherland (.43), or me.

I wish you success with this important program development.

Randy



W. Randy Smith, Ph.D.

Vice Provost for Academic Programs

Office of Academic Affairs

University Square South, 15 E. 15th Avenue, Columbus, OH 43201

614-292-5881 Office

smith.70@osu.edu

Assisted by:

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February 11, 2025

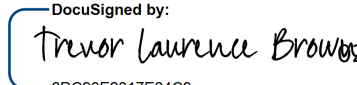
Randy Smith
Vice Provost for Academic Programs
The Ohio State University

Dear Randy:

Fisher's Undergraduate Curriculum Committee and Associate Dean for Academic Programs, Keely Croxton, has endorsed a proposal for a new Strategic Sales Certificate for undergraduate students. I want to add my support for this.

This proposal is in alignment with our strategic plan to continuously improve our programs to meet student and market needs. A large number of our undergraduate students, both within Fisher and outside, start their careers in sales positions, yet unlike a lot of other business schools, we have not yet had a pathway to prepare students for these roles. We have often heard from recruiters and alumni that this was a void in our curriculum, so we are pleased to add this certificate to our offerings.

Sincerely,

DocuSigned by:
2/11/2025
6DC90E2317E24C9...
Trevor Brown
Interim Dean



THE OHIO STATE UNIVERSITY

FISHER COLLEGE OF BUSINESS

February 10, 2025

To Whom It May Concern:

I am writing to express my strong support for the proposed Strategic Sales Certificate program at the Fisher College of Business. As the Chair of the Marketing & Logistics Department, I recognize the critical need for effective sales education as professional sales has become an integral part of any business.

The certificate program will not only equip students with essential sales techniques but will also strengthen their critical thinking, problem-solving, and leadership skills. By integrating real-world scenarios and experiential learning opportunities, we aim to prepare our students to excel in their careers and make meaningful contributions to their organizations.

The Strategic Sales Diploma Certificate will also be a crucial step towards creating a nationally-recognized formal Professional Sales Academy. Through all these efforts, positioning Fisher as a leader in sales education will ultimately help attract top students, enhance our academic reputation, and strengthen our connections with industry partners. This initiative will also provide our students with a competitive edge in the job market, as they will graduate with a unique and highly sought-after skill set.

Thank you for your consideration and support.

Sincerely,

Walter Zinn
Chair, Marketing & Logistics Department
Fisher College of Business
The Ohio State University



EXECUTIVE SUMMARY

The **Strategic Sales Certificate** is a newly proposed stand-alone program designed to address the increasing demand for skilled sales professionals in today's competitive business environment. Effective sales skills are essential for organizational success, and the employment of sales managers is projected to grow by 6% from 2023 to 2033, outpacing the average for all occupations. Additionally, over 50% of college graduates begin their careers in sales, with this figure rising to 88% for marketing graduates. University sales programs have demonstrated job placement rates above 90%, significantly higher than the national average for business majors. Currently, OSU lags behind other universities with established sales programs, underscoring the need for a dedicated sales curriculum at the Fisher College of Business (FCOB).

The primary goal of this program is to position FCOB as a leader in sales education by equipping students with the necessary knowledge and skills to excel in professional sales. The certificate program will consist of four 3-credit-hour courses: Principles of Marketing for business majors (or Foundations of Marketing for business minors), Foundations of Strategic Sales, Strategic Sales Leadership, and Applied Strategic Sales. An alternate curriculum is available for students who have transfer credit for the introductory courses since transfer credit cannot be used towards a diploma certificate.

The program is set to launch in Spring 2026, with promotional efforts beginning in Spring 2025 to boost enrollment. The target audience includes approximately 2,000 business majors and over 400 business minors. Initial promotional efforts will focus on the 1,200 students currently enrolled in the introductory marketing courses, with projected enrollment scenarios estimating that between 29 students (low) to 144 students (high) will complete the certificate in the first year. These projections are based on varying conversion rates and the assumption that around 80% of students who take the first two courses will complete the certificate curriculum.

To support the program's scalability, current faculty resources are deemed sufficient for low to medium enrollment projections. However, if enrollment approaches the high scenario, additional instructors, including adjunct lecturers or a new full-time faculty member, may be required. The department has already begun networking with potential adjunct instructors to ensure a pool of qualified sales professionals is available to teach the certificate courses.

This initiative aims to enhance OSU's competitiveness by offering a unique sales certificate program, thereby closing the gap with other Ohio universities that have long-established sales programs. Institutions such as Ohio University, the University of Cincinnati, and the University of Akron have invested in sales education for decades, and this certificate is the first step towards elevating OSU's reputation in this field. By providing students with a comprehensive and practical sales education, FCOB will better prepare them for successful careers in professional sales, ultimately contributing to the university's overall prestige and attractiveness to prospective students.

PROGRAM TITLE:

Strategic Sales Certificate

CATEGORY:

Official Program – Stand-Alone Certificate

PROGRAM JUSTIFICATION:

In today's highly competitive business landscape, the ability to effectively sell products and services is crucial for organizational success, which makes Professional Sales an increasingly important field of study for current and future college students.

- Employment of sales managers is projected to grow 6 percent from 2023 to 2033, faster than the average for all occupations (U.S. Bureau of Labor Statistics).
- Over 50% of college graduates, across all majors, start their careers in sales, with the number jumping to 88% for marketing graduates. (Sales Education Foundation, Journal of Marketing Education).
- University sales programs achieve job placement rates above 90%, exceeding the national average of 76% for all business majors. (Sales Education Foundation, National Association of Colleges and Employers).

Currently, OSU has fallen behind other universities that have invested in sales curriculum and programs to meet this growing need. There are currently over 180 nationally-recognized sales programs across the country, whereas Fisher currently only offers one marketing elective course, "Foundations of Strategic Sales". Our lack of a sales-focused offering is even more significant compared to other Ohio universities considering that 64% of Fisher undergraduate students are from the state of Ohio.

Ohio schools with formal sales programs and degrees include:

- Ohio University: The Ralph and Luci Schev Sales Centre with 700 students (considered to be one of the top sales schools nationally)
- University of Cincinnati: Grau Center for Professional Sales with 400 students
- University of Akron: Fisher Institute for Professional Selling (25+ years)
- University of Toledo: The Edward H. Schmidt School of Professional Sales
- University of Dayton: Fiore Talarico Center for Professional Selling
- Bowling Green State University: Academy of Professional Selling
- Miami University: Sales Management Degree
- Youngstown State University: Professional Selling Degree
- Kent State University: Professional Sales Undergraduate Certificate

STATEMENT OF PURPOSE:

To elevate the Fisher College of Business as a nationally-recognized leader in sales education by equipping students with the necessary knowledge and skillsets to succeed in the increasingly important area of professional sales.

PROGRAM REQUIREMENTS & DELIVERY:

The certificate curriculum will include four, 3 credit-hour courses:

BUSML 3250/3250H: Principles of Marketing OR BUSML 3150: Foundations of Marketing (both 3 credit hours) – Hybrid Delivery or Online Delivery during Summer session

These are the introductory courses for business majors (3250) and business minors (3150) that share the foundational elements of sales and marketing, which are inter-connected disciplines. Students must complete either of these courses as a pre-requisite for the following course BUSML 4223.

Key Topics:

- Situational Analysis – 5C Analysis
- Marketing Segmentation & Targeting – knowing the customer “job to be done”
- Brand/Product Positioning
- 4Ps: Product, Price, Place, Promotions
- Personal Selling

BUSML 4223: Foundations of Strategic Sales (3 credit hours) – In-person Delivery

Current course that was a marketing elective and was expanded to be available to all business major & business minor students. This course is a pre-requisite for the following two courses.

Key Topics:

- Value-based selling
- Consultative-based selling
- Questioning and objection handling
- Trust and ethics in sales
- Prospecting basics
- Skills practice simulation with accreditation

BUSML 4224: Strategic Sales Leadership (3 credit hours) – In-person Delivery

New course launched in Spring 2025 that expands on foundations course with more advanced concepts and skillsets to develop sales leaders.

Key Topics:

- Advanced Value Selling
- Sales strategy case study analysis
- Persuasion science
- Strategic sales process and techniques
- Negotiation with complex buying teams
- Microsoft Dynamics learning path
- Griffin Hill Sales certification

BUSML 4225: Applied Strategic Sales (3 credit hours) – In-person Delivery

Proposed for Spring 2026; Focused on applying concepts and skills through role play activities within the classroom in addition to a software-based simulation to be completed outside of the classroom. The course

provides a comprehensive exploration of Value Selling principles and the Executive Buying Formula through role play activities in addition to instruction and practice of Advanced Selling techniques. of concepts through sales simulation software.

Key Topics:

- Advanced Selling Simulated Internship Accreditation
- Value Selling Role Play Accreditation
- Potential: Sales Management Simulated Internship

Alternate Curriculum for Transfer Students:

Students who receive transfer credit for BUSML 3150 or 3250 from another university cannot use the credit for that course towards this certificate (per OAA handbook). These students with transfer credit for either of these courses can still receive the certificate through the below alternate curriculum.

BUSML 4223: Foundations of Strategic Sales (3 credit hours) – In-person Delivery

BUSML 4224: Strategic Sales Leadership (3 credit hours) – In-person Delivery

BUSML 4225: Applied Strategic Sales (3 credit hours) – In-person Delivery

+ ONE of the following courses:

BUSMHR 3211: Leadership & Character – In-person Delivery

Issues of leadership as related to value-based decision making, character, and personal integrity.

BUSMHR 4236: Crucial Conversations – In-person Delivery

Builds skills for handling tough conversations; practical ways to manage disagreement and disappointment in a constructive manner.

BUSMHR 4244: Negotiations – In-person Delivery

Explores major concepts of negotiation and the dynamics of interpersonal and inter-group negotiation and problem-solving strategies.

PROGRAM LAUNCH:

Target start for certificate is Spring 2026. We would like to start promoting the program in Spring 2025 to increase enrollment into BUSML 4223 for Autumn 2025 allowing students to take BUSML 4224 & BUSML 4225 during Spring 2026 semester.

ENROLLMENT PROJECTIONS:

The certificate curriculum is structured as a funnel with the introductory marketing courses being the entry point for students, so the main target for this certificate program will be the ~2,000 business majors who take the BUSML 3250 Foundations of Marketing course typically during their sophomore year. This allows these students with adequate time to complete the certificate along with their other core and elective courses. The 400+ business minor students are considered a secondary target since many of those students

take the BUSML 3150 Principles of Marketing course later as they are completing their minor. We still plan to promote the certificate to those students so they can plan ahead to start the process earlier if they choose.

For initial enrollment into the program, we plan to promote the certificate opportunity to the ~1,200 students currently enrolled in the introductory courses this semester (Spring 2025) to correspond with the Personal Selling topics covered in the courses. We will have the ability to survey these students to see how many of them plan on pursuing the certificate to help plan for future enrollment. For initial enrollment projections, below are some scenario planning estimates for the first year enrollment.

	Low	Medium	High	Comments
# of students in Intro courses (SP25)	1,200	1,200	1,200	~1,000 business majors & ~200 business minors
% converted to pursue certificate	3%	7%	15%	
AU25 students in 4223 for certificate	36	84	180	Projected # of students who enroll in 4223 for purpose of certificate
% who continue to finish certificate	80%	80%	80%	Assumes ~20% of students do not finish due to various factors
SP26 students who take 4224 & 4225	29	67	144	

While these are projections for the initial enrollment based solely on promoting the certificate in the introductory courses, we expect the conversion rate to increase over time as positive word-of-mouth helps build greater awareness and interest.

RESOURCES & EXPENSES:

The Low & Medium projections are within our current capabilities in terms of sales-focused faculty who can teach the certificate courses. If the initial interest is closer to the High scenario (or more), we would need to enlist additional instructors through adjunct lecturers. The department has already begun networking with potential adjunct instructors to build a list of sales professionals that would be equipped to teach the certificate courses. As the enrollment builds, it could require a new full-time teaching faculty member who would be solely focused on the sales certificate curriculum.

COMPETITIVENESS WITH OTHER INSTITUTIONS:

Currently, there is no other program or department within the university that offers a similar certificate program. Given that the required courses for the certificate are all within Fisher College of Business and the Marketing & Logistics department specifically, there should not be any impact to another program or department. As previously mentioned, there are many Ohio universities that have already invested in sales curriculum and programs, some for over two decades. This sales certificate is the first step to closing that gap and elevating our university's reputation in the area of sales education.

**The Ohio State University
Fisher College of Business
Strategic Sales Certificate**

Fisher College of Business, Undergraduate Programs and Advising Office, 120 Schoenbaum Hall, 210 Woodruff Avenue, Columbus, Ohio 43210; 614-292-2715; fisherundergrad@fisher.osu.edu

In today's highly competitive business landscape, the ability to effectively sell products and services is crucial for organizational success, which makes Professional Sales an increasingly important field of study for current and future college students. Employment of sales managers is projected to grow 6 percent from 2023 to 2033, faster than the average for all occupations (U.S. Bureau of Labor Statistics).

The Strategic Sales Certificate (SSC) does not require an application. In order to graduate with the SSC, you must fulfill the guidelines listed on the curriculum requirements page. No approval from the Fisher College of Business is required.

**Some courses in this certificate may have pre-requisites. Please consult the course bulletin before enrolling in courses.*

Required courses

Before taking the certificate courses, it is required that each student takes the following course/s:

BUSML 3150 prerequisites:

- College algebra (Math 1116 or 1130 or 1148 or equivalent or higher) or placement in M, or L
- Microeconomics (Econ 2001.01 or equivalent)

BUSML 3250 prerequisites:

- Microeconomics (Econ 2001.01 or equivalent)
- Macroeconomics (Econ 2002.01 or equivalent)

The SSC consists of a total of 12 credit hours, all of which are required.

**BUSML 3150 – Foundations of Marketing – 3 cr hrs
OR**

BUSML 3250 – Principles of Marketing – 3 cr hrs

Presents the concepts, framework and tools of market-based management.

BUSML 4223 – Foundations of Strategic Sales – 3 cr hrs

Examines the basics of business-to-business professional selling and provides core sales management building blocks. Prerequisites: 3150; or 3250 *and* BUSMHR 2292

BUSML 4224 – Strategic Sales Leadership – 3 cr hrs

Advanced concepts and skillset development for sales leaders. Prerequisite: 4223

BUSML 4225 – Applied Strategic Sales – 3 cr hrs

Practical application of concepts through sales simulation software. Prerequisite: 4223

Strategic Sales Certificate program guidelines

Required for graduation No

Credit hours required 12 credit hours.

Transfer and EM credit hours allowed No

Students with transfer credit for BUSML 3150/3250 may still complete the certificate by substituting one of the following:

BUSMHR 3211 Leadership and Character, BUSMHR 4236, Crucial Conversations or BUSMHR 4244 Negotiations.

Overlap with the major degree program of study:

A maximum of 50% of the credit required for the certificate may overlap with the major degree program.

Grades required

- Minimum C- for a course to be listed on the certificate
- Minimum 2.00 CPHR required for the certificate.
- Coursework graded P/NP or S/U may not be used for the certificate.

Approval required: No approval from Fisher College of Business is required.

DRAFT CREATED: 01/28/2025 JAO

Fiscal Unit/Academic Org	Marketing & Logistics - D1050
Administering College/Academic Group	Business
Co-administering College/Academic Group	
Semester Conversion Designation	New Program/Plan
Proposed Program/Plan Name	Strategic Sales Certificate
Type of Program/Plan	Undergraduate certificate program
Program/Plan Code Abbreviation	SALES
Proposed Degree Title	Certificate in Strategic Sales

Credit Hour Explanation

Program credit hour requirements		A) Number of credit hours in current program (Quarter credit hours)	B) Calculated result for 2/3rds of current (Semester credit hours)	C) Number of credit hours required for proposed program (Semester credit hours)	D) Change in credit hours
Total minimum credit hours required for completion of program				12	
Required credit hours offered by the unit	Minimum			12	
	Maximum			12	
Required credit hours offered outside of the unit	Minimum			0	
	Maximum			0	
Required prerequisite credit hours not included above	Minimum			0	
	Maximum			0	

Program Learning Goals

Note: these are required for all undergraduate degree programs and majors now, and will be required for all graduate and professional degree programs in 2012. Nonetheless, all programs are encouraged to complete these now.

Program Learning Goals • Students will be knowledgeable in the skills required to excel in professional sales.

Assessment

Assessment plan includes student learning goals, how those goals are evaluated, and how the information collected is used to improve student learning. An assessment plan is required for undergraduate majors and degrees. Graduate and professional degree programs are encouraged to complete this now, but will not be required to do so until 2012.

Is this a degree program (undergraduate, graduate, or professional) or major proposal? No

Program Specializations/Sub-Plans

If you do not specify a program specialization/sub-plan it will be assumed you are submitting this program for all program specializations/sub-plans.

Pre-Major

Does this Program have a Pre-Major? No

Attachments

- FcoB_SSC_Final_for_submission.pdf: All required documents
(Program Proposal. Owner: O'Neill, Jill Ann)

Comments

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	O'Neill, Jill Ann	02/12/2025 10:59 AM	Submitted for Approval
Approved	LaCross, Scott Kenneth	02/12/2025 11:00 AM	Unit Approval
Approved	Croxton, Keely L	02/12/2025 11:22 AM	SubCollege Approval
Approved	O'Neill, Jill Ann	02/12/2025 12:45 PM	College Approval
Pending Approval	Reed, Kathryn Marie Johnson, Jay Vinton Greenbaum, Robert Theodore	02/12/2025 12:45 PM	CAA Approval